



Safety Distributor case study

A leading provider of workplace safety solutions was seeking to enhance its digital marketing performance to drive more leads and increase revenue. The company faced challenges in maximizing the effectiveness of its Google and Bing Search Ads, improving search engine optimization (SEO), and optimizing website conversions.

Results

ACHIEVED REMARKABLE GROWTH IN 2024

- **500+ Leads Per Month**

The optimized funnels significantly increased the number of high-quality leads.

- **\$10 Million In Sales From New Customers**

Improved ad targeting and SEO strategies led to increased customer acquisition.

- **30% Revenue Growth**

Enhanced digital marketing performance translated into a significant increase in overall revenue.

Conclusion

By leveraging Impaqx expertise in paid search advertising, SEO, and conversion rate optimization, Safety Supply successfully transformed its digital marketing strategy. The partnership resulted in higher lead generation, increased sales, and substantial business growth, making 2024 a record-breaking year for the company.

Challenges

Prior to working with Impaqx, this Safety Distributor struggled with inconsistent lead generation, inefficient ad spend, and suboptimal website performance. The company needed a data-driven strategy to improve online visibility, increase conversion rates, and drive substantial revenue growth.

Solution

Partnered with Impaqx to implement a comprehensive digital marketing strategy, focusing on three key areas:

- **Google & Bing Search Ads Optimization**

Impaqx restructured ad campaigns, implemented AI-driven bid strategies, and improved ad targeting to increase the efficiency of paid search campaigns.

- **SEO Enhancement**










By optimizing on-page and off-page SEO, Impaqx helped achieve higher organic search rankings, leading to increased website traffic from qualified prospects.

- **Website Conversion Rate Optimization**

Impaqx conducted A/B testing, improved landing page design, and implemented data-backed strategies to boost conversion rates and lead generation.

examples

Campaign Results

Campaign	Budget	Cost	Clicks	Conversions	Conv. rate	↓	Conv. value
 01 Search Safety Training National	\$1,100.00/day	\$248,947.49	23,793	1,222.97	5.14%		890,050.74
 01 Search Safety Consultants National	\$850.00/day	\$150,988.47	6,332	388.53	6.14%		477,040.52
 01 Search Safety Compliance National	\$600.00/day	\$107,169.55	12,520	335.35	2.68%		403,030.12
 02 Search ARC Flash Training National	\$600.00/day	\$54,472.65	5,839	297.24	5.09%		187,753.30
 04 Fall Protection National	\$100.00/day	\$79,194.13	6,418	387.68	6.04%		165,428.26
 03 Construction Safety National	\$100.00/day	\$38,407.25	3,669	155.39	4.24%		45,918.81
 05 Display Remarketing	\$50.00/day	\$8,736.93	34,969	31.00	0.09%		280.00
 05 Video	\$25.00/day	\$11,007.11	2,190	2.00	0.00%		10.00
Total: All enabled campaigns in your current ... 		\$698,923.58	95,730	2,820.15	0.38%		2,169,511.74